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SIGN=tific ADVERTISING



GUARDIAN

Cadillac

Diamond
SAFETY THEY TREAD
WHY SHOULDN'T
TIRES

Bailey's

ING CO
BUILDING

HOTEL
THE MAY CO

The A & W Electric Sign
Company



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A Treatise on
ELECTRIC SIGN BUILDING
in Picture Form

Dedicated to the Central Stations,
Advertisers and Individuals who
desire to create new business
through the powerful medium of
"SIGN-tific" ADVERTISING
and who consequently seek the
best High Class, Artistic Electric
Sign Advertising.



THE A & W ELECTRIC
SIGN COMPANY

CLEVELAND

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OHIO

OUR GUARANTEE

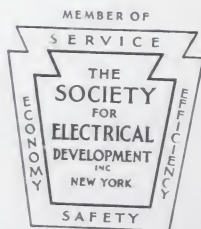
WHILE the satisfaction universally given by our installations is the strongest guarantee that we can offer, you will be interested in the specific promises that we make in every case, and which admit of no misinterpretation.

We guarantee the electrical and mechanical work in connection with every sign to be perfect, and in compliance with all the requirements and restrictions of the city in which erected and the National Board of Underwriters.

We will replace or repair any defective work or material furnished by us that may develop within two years from the date of the installation of the sign.

The A & W Electric Sign Co.

Cleveland, Ohio



"DO IT ELECTRICALLY"

“SIGN-tific” ADVERTISING

IN submitting this catalog we have placed before the public the power and growth of SIGN-tific ADVERTISING.

To illuminate this subject we have reproduced a collective group of actual photographs that present in emphatic and interesting form the many attractive advertising possibilities arising from the use of electrical signs of every description.

The cumulative effect of “SIGN-tific ADVERTISING” is not gained by size nor any number of lamps, but by character, distinctive appearance, original application of ideas, and its harmonious relation to the business it represents.

An A & W electric sign embodies all the foregoing. In fact, it is the very secret of our success. A glimpse through the following pages will prove this conclusively. Moreover, it proves beyond the shadow of a doubt that our designers are in a class by themselves.

Our signs combine personality and durability. They embody that distinctive appearance which designates the highest type of workmanship.

Every one of our mechanical departments is in charge of an expert—a specialist in his particular line—who has been with us since the pioneer days of the electric sign industry. Consequently, by placing your sign problems in our hands you secure the best talent and service obtainable.

In this catalog we have illustrated a number of examples of our production. Space does not permit a lengthy description of each. However, we shall be glad to furnish any data desired upon request.

Your sign problems are solicited.

The A & W Electric Sign Co.
Cleveland, Ohio



A & W Spectacular Features

Above illustration shows a night view of the Cleveland Public Square. Every sign in this marvelous electrical display was originated, designed and erected by us. The advertising value of "SIGN-tific ADVERTISING" is here excellently illustrated. Our Spectacular Attractions arrest attention, are original, distinctive, and real trade producers. Write us today about your selling problems. Designs and prices submitted.



View of Left Wing

**This most beautiful and novel sign was installed on the
GREAT WHITE WAY—NEW YORK CITY**

The kitten appears to be playing with the spool of silk and is attracted by the running sewing machine. Being curious, it leaps to the table, plays with the colored silk, becoming entangled and stops the machine. The illustration below shows the opposite side of sign, which is the trade-mark of the Corticelli Silk Co., representing a kitten playing with a large spool of Corticelli Silk, the spool appears to unwind and the kitten becomes entangled in a perfect mass of silk. Imagine the selling power and influence of this display.

The attraction is 100 feet long by 35 feet high and contains 3,300 lamps. Designed and erected by our Company.



View of Right Wing



Novel and Realistic

Situated in one of the most prominent locations in the City of Cleveland, this sign has probably caused more comment than any display ever erected. As the engine appears to come slowly around the bend and gradually increases in speed, the smoke starts to puff from the stack and forms the words Choo, Choo, then the balance of lettering appears, after which the entire display disappears and then repeats, making a display that is absolutely alive in every detail. The selling influence created by this sign is tremendous, as the impression given the passer-by is lasting. Sign is 50 feet long by 30 feet high and contains 2,000 lamps. An example of our original and realistic signs.



Attractive Bowling Sign

A novelty indeed is this display which is operated by a flasher to give the man the appearance of rolling the ball down the alley and knocking the pins down, making what is called a strike. This sign not only advertises bowling, but it actually creates a desire to play the game. Sign is 40 feet long by 16 feet high and contains 540 lamps. Erected for the Grand Central Bowling Alleys, Rochester, N. Y.



Animated Roof Sign

Sign represents a proscenium arch and stage of a theatre, on which three distinct vaudeville acts appear—first showing a trapeze performer in action, followed by a juggler balancing a revolving ball on his feet, the last act being a dancing girl, after which the entire display disappears and then repeats. Sign is 60 feet long by 40 feet high and contains 3,000 lamps. Manager of this theatre credits the success of his house to the original advertising feature incorporated in this sign. Installed for the Priscilla Theatre, Cleveland, Ohio.

A Conclave Feature

This mammoth emblem worked out in every detail and decorated with beautiful tints and colors with hundreds and hundreds of different colored lights was unquestionably the most spectacular installation of the Conclave. Erected for the Knights Templar Conclave at Pittsburg, Pa. Sign is 25 feet square and contains 1,000 lamps.





Realistic Indeed

One of the most interesting creations ever produced in electric sign advertising—a true to life Chariot Race which is operated by a flasher to give the true details of such a race. Sign is 100 feet long by 50 feet wide and contains 5,000 lamps. Erected for the Boston Store, Milwaukee, Wis.

Another Feature Sign

Here is an attraction that reproduces a player piano in every detail—moving keys, revolving roll, yes, even the pedals are full of action. This display has proven to be a great sale stimulator. Sign is 20 feet high by 18 feet wide and contains 1,000 lamps. Built for the Goodman Piano Co., Cleveland, Ohio.



STREET SIGN SECTION OF "SIGN-tific" ADVERTISING



ELECTRIC Signs are being recognized day after day, or rather night after night as being more potent factors in pulling business than ever before. Even a single sign of small dimensions can easily tell its whole story effectively, simply because it talks to the people direct every night in the year, and at an hour, too, when the minds of people are relieved of work and are most receptive.

In the following pages we illustrate the Overhanging Electric Sign. In this type of sign it is absolutely necessary to incorporate character and personality together with a pleasing color combination. Moreover, it must be a sign that embodies both the day and night advertising features.

The census reports from Washington show a steady and universal growth in population—more men and women in every city in the country. Who gets their business? They are newcomers in the town, unacquainted with business places and the goods offered for sale—and they are susceptible to the most direct and most favorable impressions.

Moreover, in addition to these people, there are the ever-present transients—and nowadays everyone buys as he goes. A suggestion flashed quickly into the mind turns the trick and starts footsteps toward the advertised product. A flashing sign, calling attention to your name, your location and what you sell, creates in the buying public's brain a fiery and lasting impression.

It pays to advertise "SIGN-tifically."

The A & W Electric Sign Co.
Cleveland, Ohio



Department Store Sign

Very simple in design, but effective nevertheless. Standing out over Euclid Ave. this sign is visible at a distance of one mile down the avenue. It does this despite the fact that hundreds of other signs are lined up on the thoroughfare. Just an example of our individual creations. The letters are outlined with two sets of lamps, the outer row being controlled by a high speed flasher giving the constant revolving appearance. The sign is 45 feet by 6 feet and contains 962 lamps.

Floral Border Sign

While situated in a cluster of signs, this display stands out prominently and with great effect. Its advertising value is therefore unquestioned. Operated by a flasher which gives the floral border a most beautiful moving effect. Sign is 25 feet high by 5 feet wide and contains 780 lamps. Erected for the Swalley-Oscar Co., Cleveland, O.





Grill Feature Sign

A glance by most anyone at this sign will immediately suggest to them to have a Lobster Dinner, and of course it should. An example of how we associate a sign with the business it represents. Finished in natural colors and operated by a flasher to reproduce the Lobster more effectively. The sign is 11½ feet by 3½ feet and contains 300 lamps. Built for the Grotto, Toledo, Ohio.



Picture Theatre Sign

The flying effect given the eagle by the flasher is rather novel and very attractive. Sign is 10½ feet square and in color is a reproduction of the national eagle. Built for The Standard Theatre, Cleveland, Ohio.



Jewelry Feature Sign

This Ring Display has done much to stimulate the sale for this dealer. Sign is 9 feet high by 5 feet wide and contains 260 lamps. The diamond is operated by a flasher producing a scintillating effect to the rays, making a very effective installation. Constructed for Chas. Savage, Elyria, Ohio.



Electric Shop Sign

While this sign is but 7 feet high by 5 feet wide it is, nevertheless, a trade producer. A realistic lightning effect is produced by the flasher. Erected in Cleveland, Ohio.



Architectural Bank Sign

Realizing the benefits to be derived from electric sign or "SIGN-tific ADVERTISING," but questioning our ability to design and erect one that would conform with the architecture of the building, we were a long time convincing the directors of this bank that we could do so. However, we succeeded and this illustration proves it. The pulling power of this display is really remarkable. Sign 11 feet high by 5 feet wide and contains 385 lamps. Erected for the Cleveland Trust Company, Cleveland, Ohio.



**Typical Walk-Over
Display**

A rather artistic effect is presented in this sign. Particularly does it feature the picture trademark, without off-setting the name. Display is a good business builder. Sign is 25½ feet high by 4 feet wide and contains but 13½ lamps. Letters are 1½ inch groove style. Erected for Walk-Over Shoe Co., Toledo, Ohio.



**Spectacular Theatre
Sign**

An unusually attractive sign that embodies the pin-wheel idea. Operated by flasher to give a revolving effect which is spectacular and very striking. Displays of this nature are especially adapted to theatres. Sign is 25 feet high by 7½ feet wide and contains 960 lamps. Built for Gordon Square Theatre, Cleveland, Ohio.



Fancy Panel Sign

Here is a type of sign with fancy ornamental decorations and raised lamp-projecting letters. Design is a reproduction of trade-mark. These attractions are double faced, are very effective and consequently good advertisers. Sign is 10 feet long by 4 feet wide and contains 106 lamps. Installed for Altschul Co., Springfield, Ohio.



Hardware Sign

Outside of its attractiveness this display features the name, business and trade-mark in a very original style, hence there can be no question about the line of business it advertises. It is indeed a business boomer and characterizes our method of "SIGN-tific ADVERTISING." Sign is 78 feet high by 9 feet wide and is said to be one of the longest vertical signs ever installed. Contains 1,800 lamps in various colors. Erected for the Star Hardware Company, Toledo, Ohio.

Novel Picture Theatre Sign

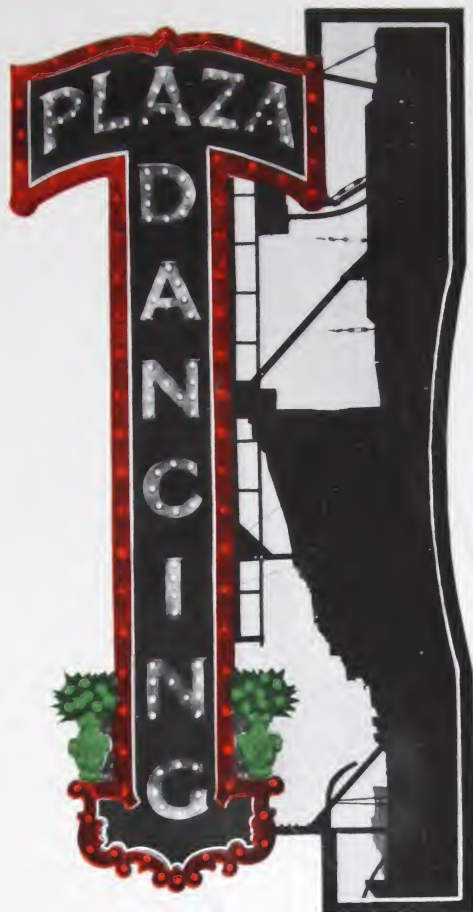
Here the name of the theatre is prominently featured, while the outside panels have the appearance of water flowing from lions' mouths into the bowl below, giving the entire sign a novel and distinctive effect. Displays of this nature are money makers for Motion Picture Theatres. Sign is 14 feet high by 4 feet wide. Erected for the Hippodrome Theatre, Toledo, Ohio.





Attractive Trunk Sign

Here again we show the name prominently and create additional interest by a bubbling fountain which is operated by a flasher and has the effect of water flowing rapidly down the edge of sign. Sign is 28 feet high by 5 feet wide and contains 980 lamps.



Dancing School Sign

Often it is desired to feature the name most prominently and yet embody artistic attraction ideas. Sign is outlined with border of colored lights and is operated by a high speed flasher. Note how this display accomplishes that purpose. Sign is 22 feet high by 8 feet wide and contains 420 lamps.



Architectural Marquee Sign

This sign features particularly the harmonious effects obtained by our designing department when it is necessary to conform to special architectural designs. We can overcome your problem in the same way. Sign is of three parts, one is 18 feet, the other two are 7 feet long; each is 3 feet high. Contains 198 lamps. Constructed for J. J. Freeman Co., Toledo, Ohio.

DOUBLE FACED OVERHANGING SIGNS

These signs are particularly adapted where the code restrictions are of such nature that signs of a large area are prohibited. Though small, they nevertheless permit novel and artistic effects. Bear in mind that we specialize in producing original, result-bringing "SIGN-tific" ADVERTISING.



Grill Feature Sign

A novel way of associating name of business with what it sells. The water effect is operated by a flasher which gives it a rolling wave appearance. Sign is 5 feet long by 3 feet high and contains 300 lamps. Installed in Syracuse, N. Y.

Restaurant Sign

A unique sign that has attracted unlimited attention and is producing wonderful results. Here, like in signs illustrated above, personality predominates.



Candy Shop Sign

Simple in design but very distinctive is this display. Features our original methods. Sign is 5 feet wide by 3 feet high and contains 148 lamps. Erected in Cleveland, Ohio.

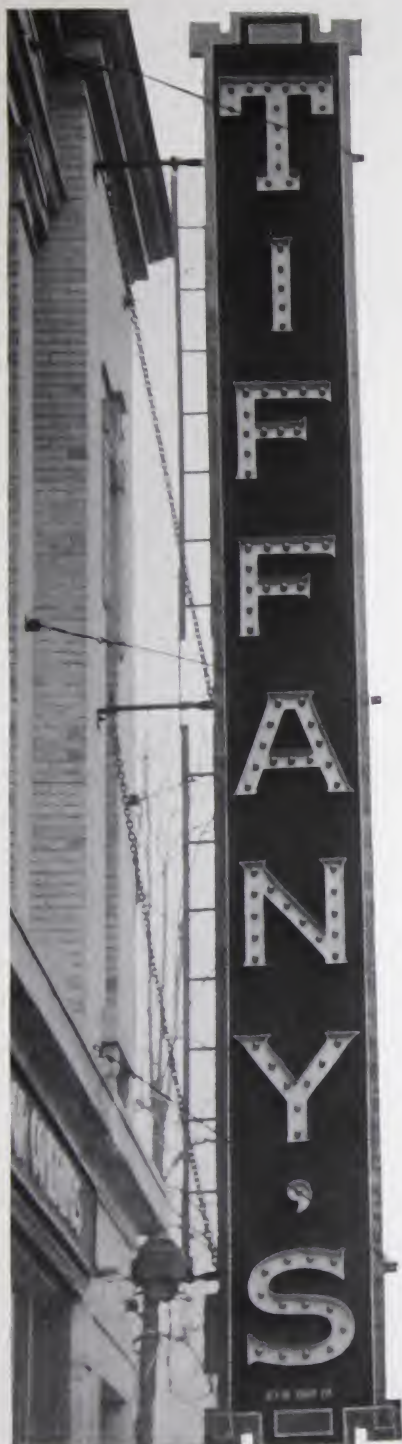
Piano Feature Sign

While the main object sought here was to feature name, nevertheless the attraction value of sign is greatly increased by globe, which is operated by flasher to give revolving effect. Sign is 7 feet square and contains 700 lamps. Erected in Pittsburgh, Pa.



Animated Theatre Sign

A most novel realistic and attractive sign is here illustrated. The old mill with its revolving wheel and flowing water effect, makes a striking attraction that few can pass without noticing. Here again our originality predominates and illustrates "SIGN-tific ADVERTISING". Sign is 30 feet high by 10 feet wide. Installed for the Grand Theatre, Cleveland, Ohio.



Dancing School Sign

Erected for a prominent Cleveland Dancing Master who desired name prominence only.





Special Trade-Mark Sign

Just another example showing how effective trade-mark designs are embodied in electrical displays by our designers. Display is visible and very distinct at a great distance. Operated by a flasher which gives pen outline the "on and off" effect. Sign is 10 feet long by 4 feet high and contains 420 lamps.



Unique Trade-Mark Sign

Display of a solid bed of lamps which makes a far more striking appearance than you would imagine. Wording is made prominent by use of different colored lamps. Produced for the National Electric Lamp Association and is used at many conventions and electrical exhibits.



Bennet & Fish Sign

Situated on street where electric signs are numerous this display nevertheless is very conspicuous and attracts considerable attention. Operated by a flasher which gives the flowing fountain effect on the border. Sign is 46 feet high by 5 feet wide and contains 1,000 lamps. Erected in Cleveland.

Plain Dealer Sign

A massive granite building which required a sign that conformed to its architectural design. Hence, our solid panel letter sign was used. Effect is plain, but strong and massive. Sign is 54 feet high by 4 feet wide and contains 600 lamps. Built for the Cleveland Plain Dealer. Let us help you to overcome your publicity problems.



Trade-Mark Tire Sign

This display is novel inasmuch as it reproduces in every respect an auto wheel and tire. It is double faced perfectly shaped and painted in natural shades of tire and wheel. Built for the B. F. Goodrich Tire Co. What we do for others we can do equally as well for you. Why not adopt our "SIGN-tific ADVERTISING" methods?





Fancy Panel Sign

A rather fancy panel design that shows the possibilities of using unilluminated letters with illuminated letters. Sign is 9 feet wide by 4 feet high and contains only 114 lamps. Here is a feature of large display with few lamps that commands your attention—an A & W idea.

ROOF SIGN SECTION OF "SIGN-tific" ADVERTISING

SKELETON ROOF ADVERTISING DISPLAYS

THE superiority of the A & W Skeleton Electric Letter Roof Signs is due primarily to the selection of the best materials throughout and honest and conscientious workmanship in every detail. These factors are of paramount importance, for without them the most effective designs would in the end prove a disappointment and a failure.

Experience is the teacher that has enabled us to separate the really good from the bad, and build signs that will stand every test of time and weather, and meet with every requirement that is demanded for them—the best and most profitable form of outdoor advertising.

To make the excellence of our construction methods more apparent, a few specific facts will be of interest, using as an example one of the large roof signs used for hotels or large mercantile establishments.

The letters are made in the groove or lamp projecting type of 22 gauge galvanized sheet steel. Each letter is wired with leads brought through the back of the letter in approved bushings and these leads are connected to an Edison Plug Cut-Out, mounted in a waterproof cabinet on the back of each letter.

All letters are painted with two coats of our special galvanized primer, and the inside of the grooves finished with our special air-drying reflector enamel, the outsides finished with special black or color varnish enamel, thereby making a permanent and lasting finish.

All letters are equipped with approved A & W porcelain, copper lined receptacles for lamps and wired with new code Double Braid Rubber covered wire of proper size to deliver full voltage to the lamps so they will burn at their full efficiency. All wire terminals and connections are thoroughly soldered and compounded to meet the requirements of the National Board of Underwriters.

The iron work, which in every case meets with every requirement for strength and rigidity, is treated with a coat of red lead as a primer and afterwards given a coat of special black weather proof finishing enamel. The iron work will then stand for at least two years without need of further painting.

These statements will convey some idea of the care we give every specification and detail in order to insure perfect and satisfactory results in all cases.

THE A & W ELECTRIC SIGN COMPANY
CLEVELAND, OHIO



Theatre Roof Sign

Situated up high on the building with no obstructions, this sign is visible for many miles down the avenue. Sign is 65 feet long by 35 feet high. Circle at top has a revolving effect. Entire sign contains 782 lamps. Erected for the Duchess Theatre, Cleveland, Ohio.



Tire Roof Sign

This sign is very realistic and original in design and no doubt attracts more attention than any display of its size. The dimensions over all are 60 by 40 feet, letters are eight feet. The outline of the tire surrounding the changeable wording in the center is operated by a flasher to give the revolving appearance. The monograms in the center change from time to time, incorporating the catch phrases of the tire company. This display contains approximately 3,000 lamps and is one of the many trade-mark displays installed by our company for the Diamond Rubber Co.

Beer Roof Sign

A very distinctive design which impels the public to remember Maltop for a long time. Eight of these signs have been placed in Rochester, N. Y., where they have become well known trade-marks. Signs range from 40 feet to 60 feet in length and are 20 feet high. Each contains an average of 800 lamps.





Hotel Roof Sign

Inasmuch as this installation is 350 feet in the air, it sets high above the surrounding buildings and stands forth as a local trademark, and is visible at a great distance. The entire sign is constructed in the form of a square—each section is 40 feet long by 20 feet high; each letter is 10 feet high. Installed on the New Statler Hotel, Cleveland, Ohio.



Cigarette Roof Sign

Since this sign is V-shaped, it shows both up and down Euclid Avenue, the main thoroughfare of Cleveland. The sign is 50 by 35 feet and contains 5,000 lamps in different colors. Just one of the many Fatima signs which are installed in all large cities throughout the country.



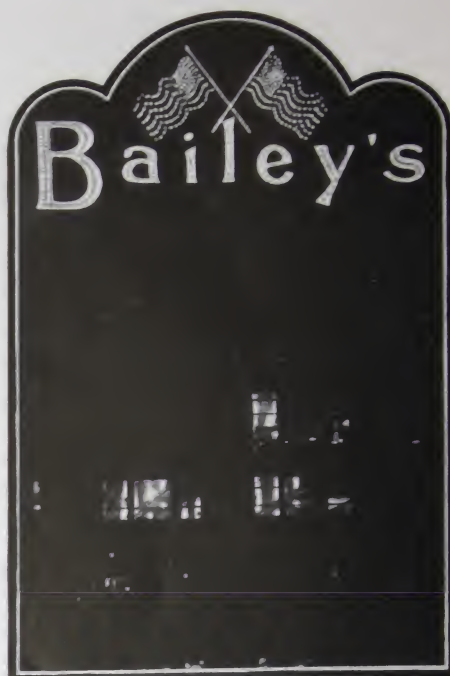
Beer Roof Sign

A very attractive design that displays bottle and features, with a waving effect, the famous Blue Ribbon Brand. Sign is 40 feet high and 25 feet wide, with letters 5 feet high. Entire display contains 2,500 lamps. Built for The Pabst Brewery, Milwaukee, Wis.



Clothing Roof Sign

Embodying a clock and being advantageously situated along the river front at Milwaukee, this sign not only creates attention, but also holds interest. Sign is 30 feet high by 30 feet wide and contains 1,600 lamps.



Department Store Roof Sign

The flags on this sign are operated by an electric flasher which gives them realistic waving and floating effect. Sign is 50 feet long by 22 feet high and contains 1,110 lamps. Erected for the Bailey Co., Cleveland, Ohio.



Coal Roof Sign

All the year this sign suggests D., L. & W. Scranton Coal to the people of Milwaukee. Erected on roof of building and is 80 feet long by 30 feet wide. Contains 2,000 lamps.



Factory Roof Signs

For manufacturing plants located along railroad lines, this form of advertising produces wonderful results and consequently is very popular. Illustration shows one of the three signs erected in Rome, N. Y. Sign is 175 feet long by 40 feet high and contains 1,800 lamps. Another erected for Rome Wire Co., is 150 feet long by 14 feet high and contains 600 lamps. A third was erected for the Rome Brass & Copper Co., and is 230 feet long by 24 feet wide, containing 1,000 lamps.



Ice Cream Roof Sign

Can you think of a more wonderful effect than to see this water fountain perched high up in the air? It is operated by a flasher which gives it the flowing and realistic effect, making a very beautiful attraction. Sign is 20 feet high by 38 feet wide and contains 700 lamps. Erected in Washington, D. C.



Automobile Roof Sign

Located near a railroad line, this sign, a reproduction of the trade-mark, attracts a great deal of attention and is remembered by many travelers. Sign is 100 feet long and stands 40 feet high with letters from 20 feet down to 6 feet and contains approximately 2,000 lamps. Installed on the roof of The Garford Auto plant at Elyria, Ohio.



Trade-Mark Roof Sign

Another trade-mark feature sign that shows how effective this form is displayed in electrical advertising. Sign is of V shape construction and is 50 feet high by 70 feet in length. Contains 1,950 lamps. Installed on the roof of the Cadillac Auto Co.'s new building at Cleveland, Ohio.



The Most Pretentious Electric Display in the Middle West

Realizing the publicity gained by the use of electric signs, The Farr Brick Company, of Cleveland, leased a plot of ground facing on the boulevard systems of Cleveland, and erected a structure in the form of a massive ornamental wall composed entirely of their new face brick, thus the wall serves a double purpose of advertising their own products and also as a base for the electric sign—making a mason work sign in every respect. Entire attraction is 80 feet in length by 52 feet in height and contains 1,000 Mazda lamps. This demonstration wall, elaborate in every detail, fulfills the object desired—a general promotion of the use of brick as a building material.



Hardware Roof Sign

A rather spectacular sign that features the trade-mark to good advantage. The trade-mark is operated by a flasher which first produces the crescent, then the rays, effecting a radiation from the star in the center. All of this part of the sign is in colored lamps, hence it makes a very attractive display. Sign is 100 feet long by 40 feet high, and contains 1,200 lamps. Erected for the Marshall-Wells Hardware Co., Duluth, Minn.



Trade-Mark Feature Roof Sign

Here is a mammoth roof display that not only features name, but trade-mark also. Moreover, the trade-mark is brought out in different colors. Sign is 276 feet long by 40 feet high and contains 1,850 lamps. Erected on the Diamond Rubber Co. factory at Akron, Ohio.

OUTLINING DISPLAY SECTION OF "SIGN-tific" ADVERTISING

BUILDING OUTLINE DISPLAYS

IN this section we have endeavored to show the advantages and possibilities of electrically outlining buildings. This branch of electrical advertising is a big business producer, and is particularly adapted to theatres and retail stores.

Correspondence regarding this feature is solicited.

THE A & W ELECTRIC SIGN COMPANY
CLEVELAND, OHIO



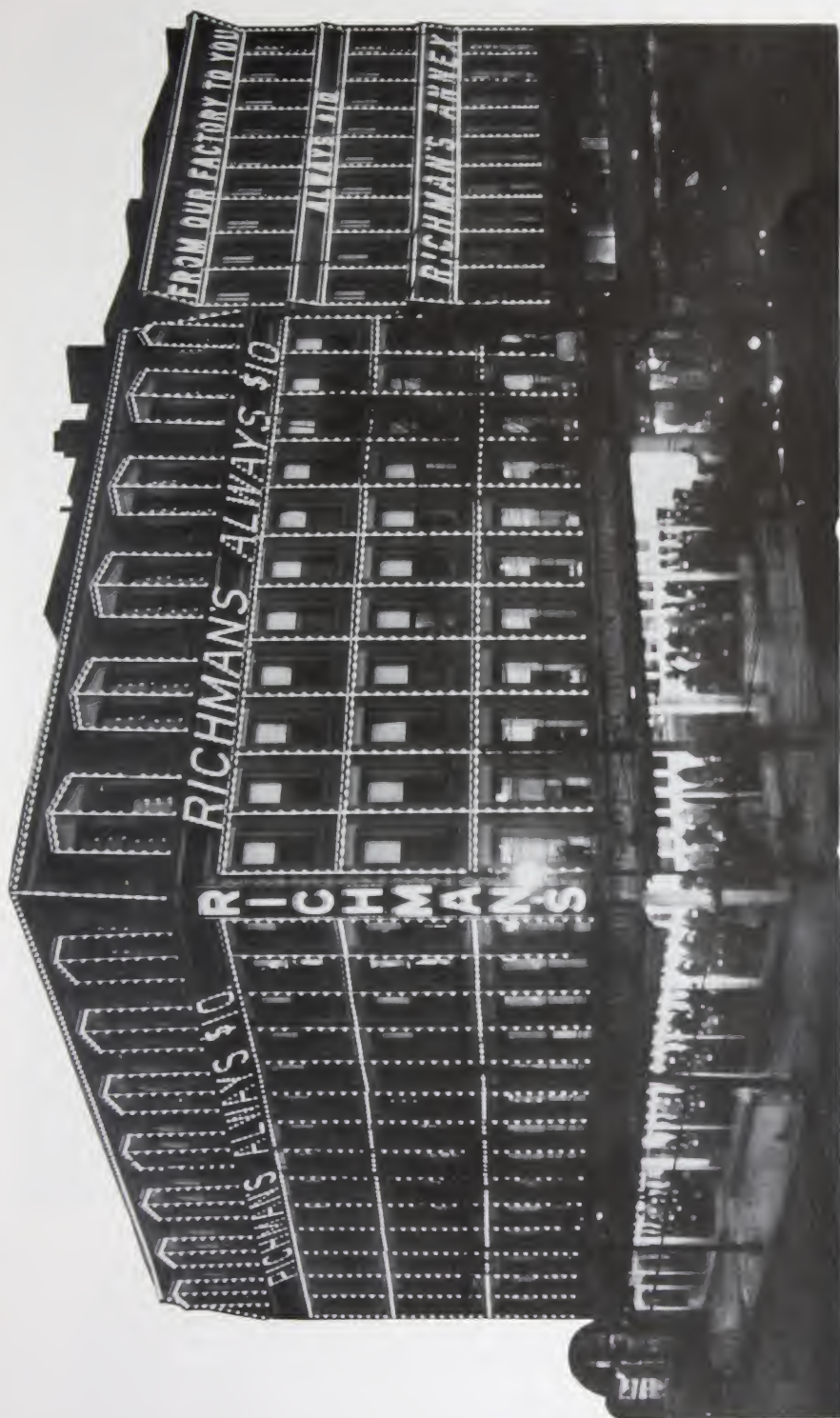
Great White Way, Rochester, N. Y.

This entire magnificent display, together with all other electric signs installed in Rochester were created, built and erected by us. Just another example of our workmanship which should more than prove that we are masters in "SIGN-tific ADVERTISING." Why not let us work out your publicity problems along scientific lines? Write us today.



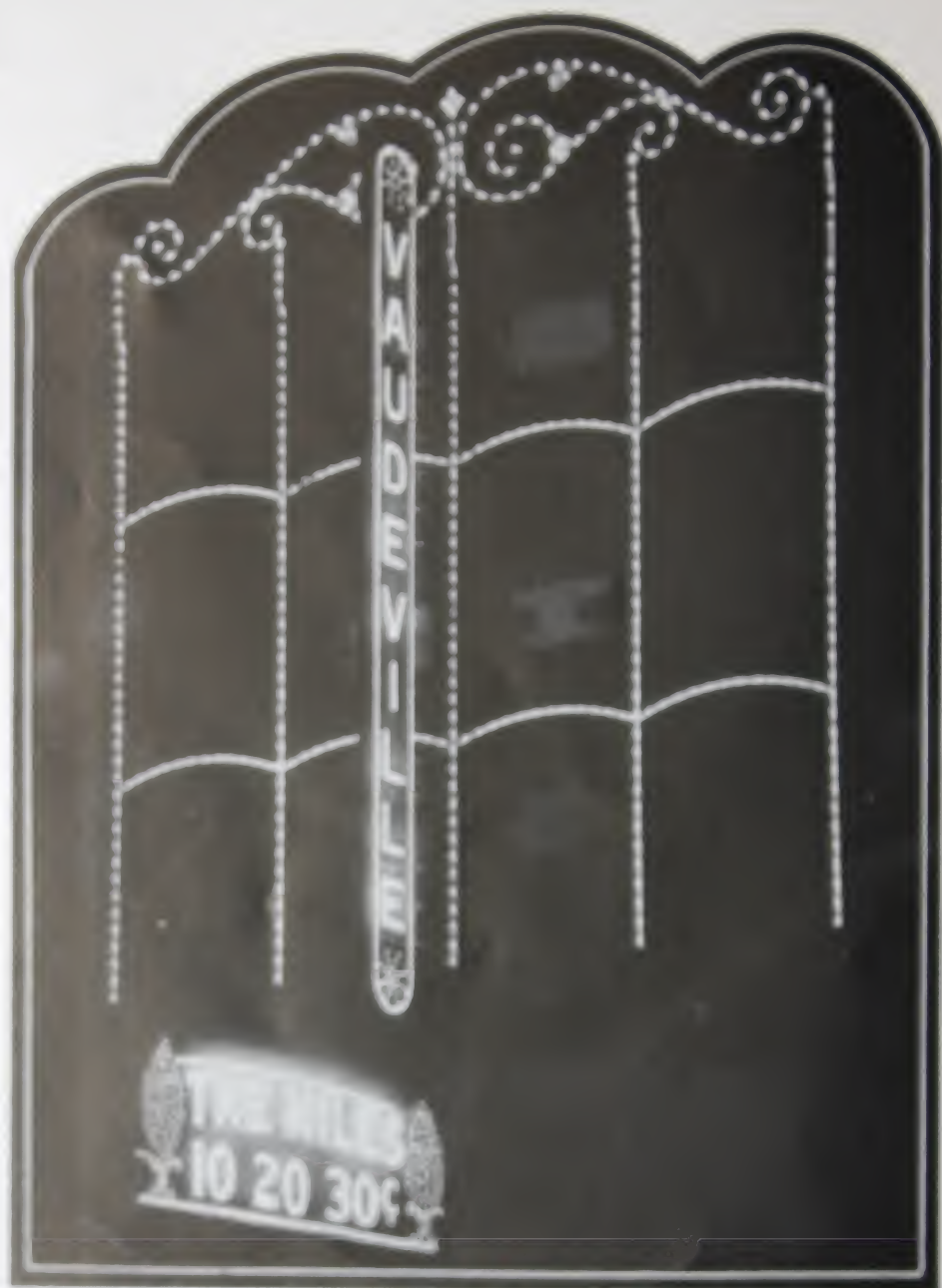
Sectional View of the Cleveland Public Square

The possibilities of electricity in the promotion of publicity is here illustrated. It is estimated that 600,000 people pass this location daily, while the great majority of them board cars and transfer at this point, thus making an ideal spot for National Advertising. Let us create "SIGN-tific ADVERTISING" for you.



Startling Advertising Possibilities

It is really impossible for pedestrians, street car riders or automobilists to pass this building without being attracted by the wonderful maze of light. Possibilities for outlining building are unlimited. This mammoth display contains 3,300 10-watt Mazda lamps and is a remarkable business creator.



Brilliant Theatre Front Illumination

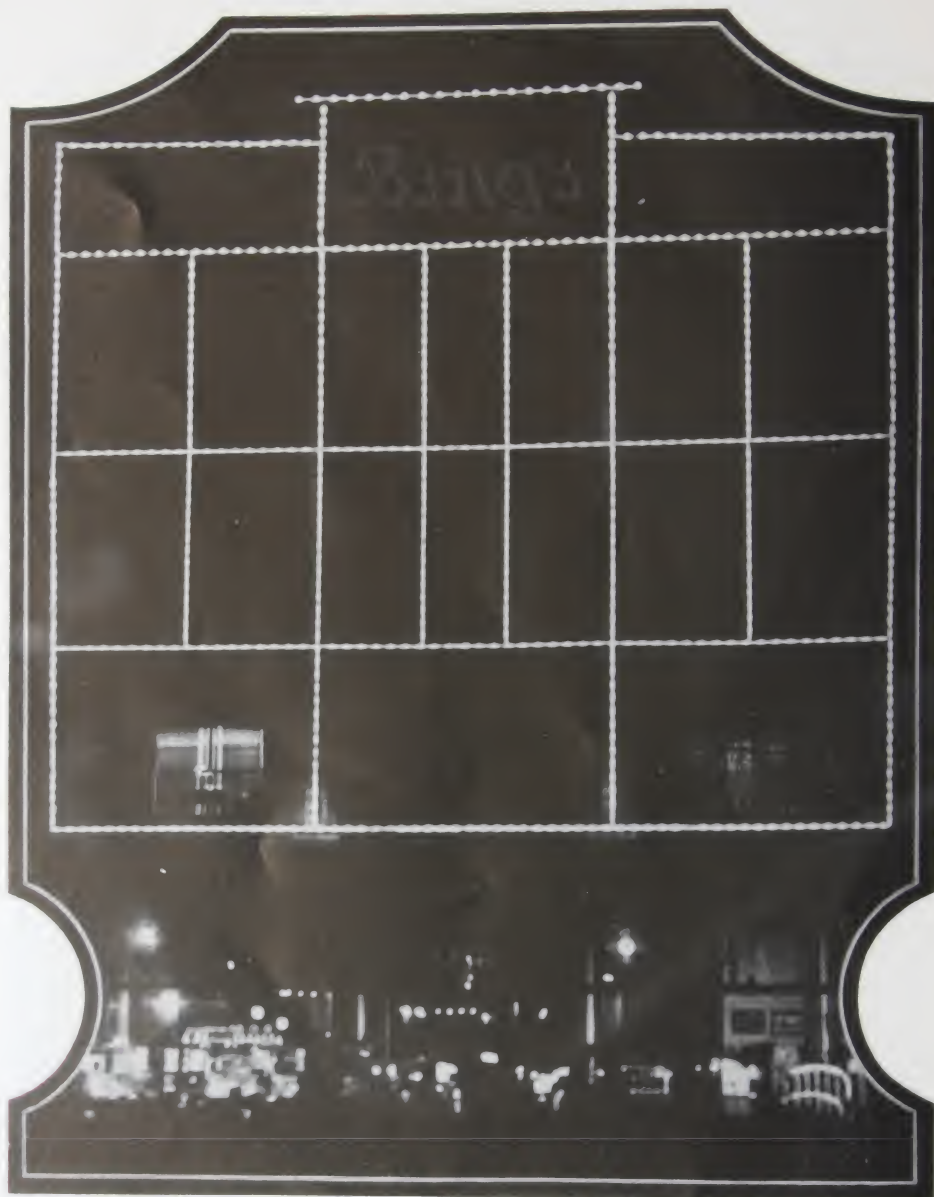
Operated by a flasher this brilliantly illuminated theatre front has a continuous moving effect which actually arrests the attention of every passerby. This theatre has become so popular that it was necessary to take over adjacent store room to hold the waiting crowds, as the police objected to lining them up on the sidewalk. Display contains 1,000 11-watt Mazda lamps. Installed for the Wilks Theatre, Cleveland, Ohio.

Mr. Wilks was so well pleased with this display that he ordered a duplicate for his Pittsburgh Theatre.



Central Station Front Illumination

This display of outlining gives an idea of the beautiful effects which may be produced by outlining the contour of the building. The attraction at top on each side of the building represents a Mazda lamp which is operated by a flasher to give the rays the appearance of reflecting from the brilliancy of the lamp. The entire display contains 985 10-watt lamps. Installed for the Doherty Central Station at Elyria, Ohio.



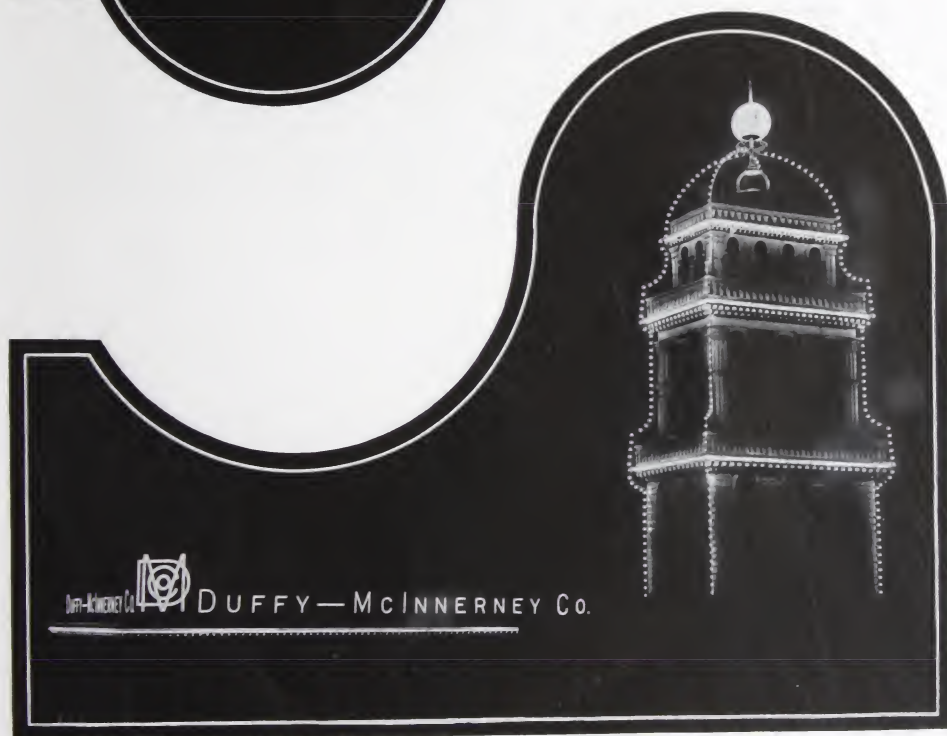
Illuminated Furniture Store Front

Another example of the outlining effects possible with electricity. Out of the half dozen furniture stores in this vicinity, this one is by far the most conspicuous, consequently it is the most prosperous. Displayed in Cleveland and contains 1,200 10-watt Mazda lamps.



Slogan Signs

Illustration shows just one of the many Slogan Signs which we have built for cities in different sections of the country. Here is a great possibility for industrial publicity providing the sign is attractive and suggestive. Our designing experts will be pleased to work out ideas for your community. Write us.



Striking Night Effect

Here is illustrated a rather pleasing combination of roof sign and building outlining effects. The Duffy-McInnerney sign is simple but very effective nevertheless, while the outlining of the Power Hotel is most striking. The tower of the latter is surmounted by a ball which is operated by a flasher to give a revolving appearance. Entire display contains 4,000 lamps.



Combining Utility Features and Attractiveness

This attractive sign was installed on the roof of The May Co., at Cleveland, Ohio. It is situated rather advantageously and consequently it is seen from many parts of the city. Recently the posts at each end were surmounted by flying eagles which have a very natural flying effect. An additional feature is the tower with clock in background. This is entirely outlined, while the ball at top has a revolving effect which serves to call attention to the mammoth timepiece used in connection with tower. Sign has letters 14 feet high and is 116 feet long by 22 feet high.



Combined Feature

Here is illustrated a rather pleasing combination of trade-mark feature sign and outlining effect. Trade-mark sign is 20 feet square and contains about 800 different colored lamps. Installed for the United Illuminating Co., Brockton, Mass.

WIRELESS SIGN SECTION OF "SIGN-tific" ADVERTISING

WIRELESS INTERCHANGEABLE ELECTRIC LETTERS

(The Walser Patent)

THE Walser Patent Monogram Panels were designed and placed on the market several years ago in order to meet an increasing demand for a neat, compact, attractive and changeable electric sign for Theatres, Restaurants, Cafes, Drug Stores, Central Stations and Electric Advertising companies.

The units composing these signs can be very easily disassembled and reassembled into different signs and the text or reading can be very quickly and readily changed to meet any requirement.

In short, the advantages of Interchangeable Electric Signs are threefold:

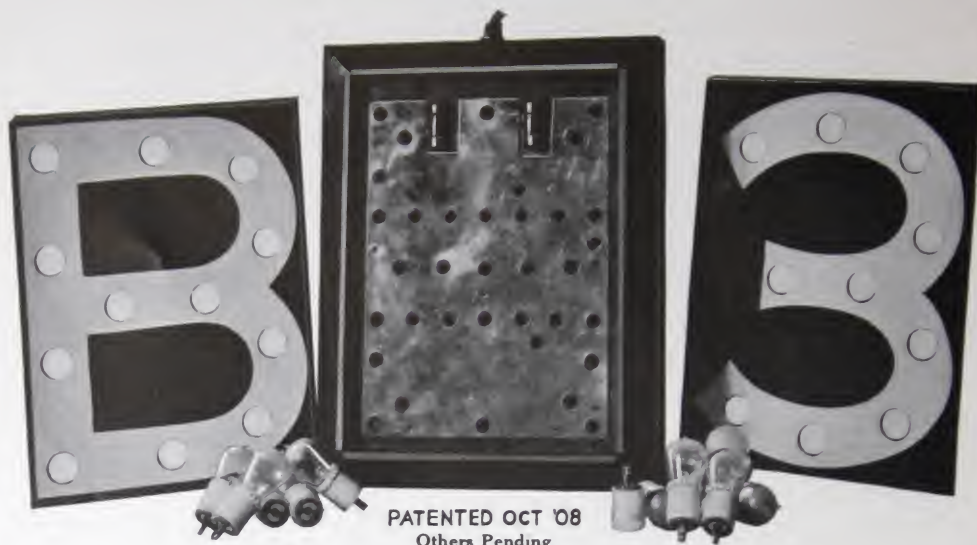
First, Sectional Monogram Units—a sign to which extra units may be added, on which any letter or figure can be changed without taking the sign down, rewiring or rebuilding. Units can also be removed and the sign made smaller.

Second, Interchangeable Letters—a sign on which the text or reading in electric letters can be changed in a few minutes' time without changing the electrical wiring. Simply remove the lamps and exchange the letter plates.

Third, Extra Panels, Removable—a sign on which the top and bottom are removable. By loosening three bolts the unilluminated panels can be taken off and relettered for new customers or left off entirely without injury to the sign.

On the pages following, illustrations are given showing the details of the improved Wireless Monograms as well as several methods of assembling the units to meet varying requirements. Note how easily the units can be disassembled and reassembled into different signs and how quickly the text or reading can be changed.

The A & W Electric Sign Co.
Cleveland, Ohio



A Wireless Monogram Unit Unassembled, Showing Monogram Letter-Plates and Receptacles.

GENERAL CONSTRUCTION OF THE WALSER PATENT INTERCHANGEABLE ELECTRIC SIGNS

THESE sections are made up of one, two, three and five in a section, the material of which is galvanized iron and so constructed that they are waterproof. The monogram panels are made of two perforated copper plates, one mounted on each side of a slab of special asbestos slate composition. The copper plates are connected to the feed wires of the sign through terminals of two enclosed cart-ridge fuses, which are secured to the asbestos slab. This provides individual fuses for each unit, a most desirable feature. The only wires used in connection with the sign are the feed wires—hence the name “Wireless Signs.”

The perforations in the monogram panels are so ingeniously arranged that any 16-inch figure or letter in the alphabet can be reproduced on any monogram.

Letter plates are attached to the cabinets by a special flange which hooks over the top of the cabinet, covering the monogram panel in a weatherproof manner and are fastened to the bottom of the panel by a spring catch which holds the

letter plate securely in position. Holes are placed in the letter plates through which the removable receptacles containing the lamps are plugged into the monogram panels, thus outlining the letters.

These letter plates can be furnished with *groove letters* at a slight cost over the flush letter plates.

To change the inscription on the sign it is only necessary to withdraw the receptacles (the lamps remaining in them), remove the letter plates, place on new ones and plug the receptacles back through the holes in the new plates. The whole process takes less than one minute per letter. It is not necessary to unscrew a lamp or disturb a single wire connection. All chance of short circuits or grounds from wrong or defective connections is avoided, and a change may safely be made by any man or boy who does not know the difference between a fuse and a pair of pliers.



Removable Receptacles.

Each receptacle has a copper heel on the base which fits flush against one of the copper plates on the asbestos slate slab in the letter cabinet, a copper spring contact extending $\frac{3}{4}$ of an inch beyond the base constitutes the center contact of the socket. This extension passed through a large hole in the outer copper plate and engages itself in a smaller hole in the inner copper plate, thus holding the base of the socket firmly against the outer copper plate. Any liability to short circuit between this



extension spring contact and the outer copper plate is eliminated by the asbestos slate insulating slab back of the plate, the holes of which are considerably smaller than the hole in the copper plate.



Showing Removable End Section on Sign

This illustration shows the removable painted panel on the top of the sign; also at the right end of the sign a small removable section, and a monogram unit ready for assembling onto the 4-unit sign, changing it into a 5-unit sign.



Four-Unit Sign Showing Changeable Letters

Illustration above shows a sign with four monograms and a set of letter sheets reading HATS. The letter sheets are made with grooved letters, one inch high, which fit over the monograms. This sign has been changed from the word Furs to Hats by changing the letter sheets only.



A Five-Unit Changeable Sign

The 5-unit sign reading DRUGS has been changed from a sign reading FURS in five minutes by simply adding the extra monogram unit. This sign can be changed into any 5-letter reading in 5 minutes by removing the letter sheets reading DRUGS and adding any other letters necessary. Any letter in the alphabet can be used on any unit.



A Six-Unit Changeable Sign

An extra monogram unit has been added to the 5-unit sign and the lettering changed from DRUGS to GARAGE in ten minutes, making an entirely new sign. The top panel can be removed and another put in its place in a very few minutes' time.

A Rochester Cafe Sign

A V-shaped installation with a painted panel at the center. The center panel is removable and the sign can be converted into a 10-letter sign reading RESTAURANT by taking off the letter plates and placing the proper letters in place. Fifteen minutes' work and a new set of letters with one extra unit is all that is required.



A San Francisco Installation



A sixteen monogram changeable sign installed in combination with an electric sign on a marquee. The monograms are set into a special background here and placed on the side of the canopy to be used as a changeable sign.

A Lunch Wagon Sign

A single faced installation of 5 monogram units with a removable name panel at the top. This sign is installed on a lunch wagon temporarily and can be converted into a sign reading DRUGS or SMOKE in less than 10 minutes.



A Combination Flashing Border



A V-shaped installation of monogram units in combination with a rabbit chasing border. The border is removable and the monograms can be assembled into a 10-monogram panel without any extra expense. The electric letters are changeable and any reading of 10 letters can be placed on this sign.

THE BEST THEATRE SIGN

OUR Interchangeable Electric Signs make the best theatre signs because they are specially adapted for theatre announcements and require absolutely no electrical work to make changes.

Without any doubt they are the most efficient announcement signs ever offered to theatres. Your electrician need not bother with our signs, for they are so simple that your porter can make the necessary changes at all times.

Indorsed by the National Board of Underwriters.

We illustrate here a group of Walser Patent Wireless Installations. All leading theatres use them.



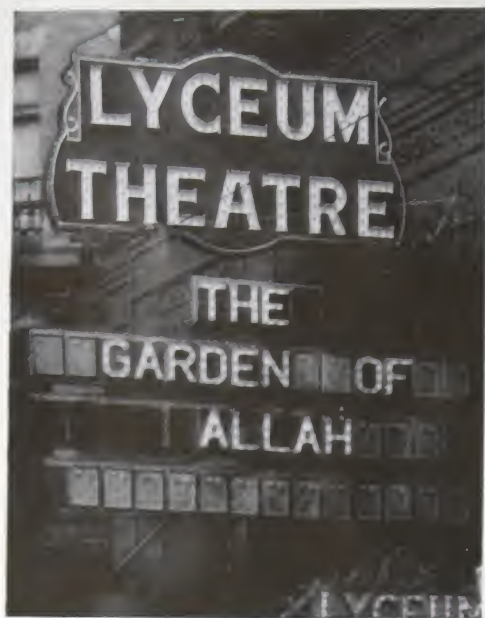
Eckel Theatre

Sign is 12 feet wide by 15 feet high and contains approximately 704 lamps. Built for Eckel Theatre, Syracuse, N. Y.

Victoria Theatre

Sign is 13 feet square and contains about 420 lamps. Constructed for Victoria Theatre, Rochester, N. Y.





Lyceum Theatre

Sign is 17 feet square and contains approximately 420 lamps. Erected for Lyceum Theatre, Rochester, N. Y.



American Theatre

Sign is 13 feet wide by 15 feet high and contains about 700 lamps. Erected for American Theatre, Chicago, Ill.



Alhambra Theatre

Sign is 12½ feet wide by 10 feet high and contains about 350 lamps. Installed for Alhambra Theatre, Sandusky, Ohio.



Metropolitan Theatre

Sign is 15 feet wide by 11 feet high and contains 540 lamps. Built for the Metropolitan Theatre, Cleveland, Ohio.

A & W ACCESSORIES

WHEN a man is in need of accessories, he generally wants them pretty bad—and at once. For this reason we have always made it a special point to manufacture and carry a complete assortment of electric sign accessories, so that we are able to ship promptly in any quantity. This stock includes high grade flashers, motors, time switches, color caps and color shades in different colors.

Stage lighting outfits, such as reflectors, side lights, exit signs, etc., are also carried in stock.

Your special attention is called to our complete Time Switch department which manufactures Time Switches exclusively. A complete line of A & W eight-day time switches, 20, 30 and 50 amperes, as well as a complete line of two circuit switches for Apartment Houses are here constructed. Every one of these Time Switches is subject to a thorough test and inspection before leaving the factory and is guaranteed for one year's service.

In ordering our accessories, you are insured, in addition to quick service, the best materials and a workmanship that never stops short of absolute satisfaction.

The A & W Electric Sign Co.
Cleveland, Ohio

The A & W Electric Sign Co



Showing View of Our Time Switch Testing Department



Showing View of Our Time Switch Manufacturing Department

SIGN-tific ADVERTISING

THE A & W EIGHT DAY TIME SWITCH



These Time Switches need be wound but once a week and are absolutely reliable. Moreover, they are simple in construction and very accurate. These facts are proven by more than four years of satisfaction and success which lies behind them. The open face cases illustrated, are made for indoor use, while closed cases are made for outdoor use.

We offer the following types in both open and closed face cases. Unless specified OPEN FACE cases will be shipped.

- Type 20. 20 amperes or less, double or single pole, a. c. or d. c., 250 volts or less, on and off. List Price, - \$24.00
 - Type 30. 30 amperes or less, double or single pole, a. c. or d. c., 250 volts or less, on and off. List Price, - 26.00
 - Type 15. Triple pole. 15 amperes or less, a. c. or d. c., 250 volts or less, on and off. List Price, - - - - 26.00
- The above 3 types we can furnish at no advance in price with four hands on the center dial, so they will light twice and extinguish twice in one night.
- Type 50. 50 amperes on 110-120 volts: a. c. or d. c. 40 amps. on 220-250 volts. Single or double pole. List Price, - - - - - \$32.00

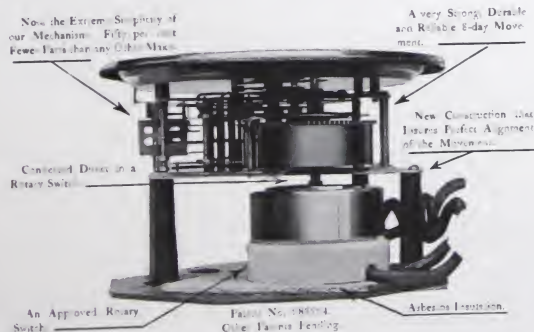
Apartment House and Special Types

- Type "A" Two circuit. Operates as follows: No. 1 on; No. 2 on; both off at once.
- Type "B" Two circuit. Operates as follows: both on at once; No. 1 off; No. 2 off.
- Type "C" Two circuit. Operates as follows: No. 1 on; No. 2 on; No. 1 off; No. 2 off.
- Type "D" Three circuit. Operates as follows: No. 1 on; No. 2 on; No. 3 on; and all off at once.
- Type "E" Two circuit. Operates as follows: No. 1 on; No. 1 off and No. 2 on at the same time; No. 2 off.
- Type "F" Two circuit. Operates as follows: No. 1 on; No. 1 off; No. 2 on; No. 2 off.
- Type "G" Two circuit. Operates as follows: No. 1 on; No. 2 on; No. 2 off; No. 1 off.

The above special types A to G are single pole, a. c. or d. c., 250 volts or less, and are 10 amperes capacity each circuit.

List Price is - - - - - \$24.00

Some of the many uses for A. & W. Time Switches are: To control Electric Signs; Show Window Displays; Apartment House Hall Lights; Motors and Advertising Devices; Billboard Illumination; Isolated Street Lights, etc.





Color Caps and Shades

The above illustration shows the beautiful and striking color effects possible in electric sign advertising. These color effects are produced by devices known as color caps and shades. These are made of blue, green, amber, ruby and opal glass. By using caps or shades on lamps, many beautiful color effects are produced.

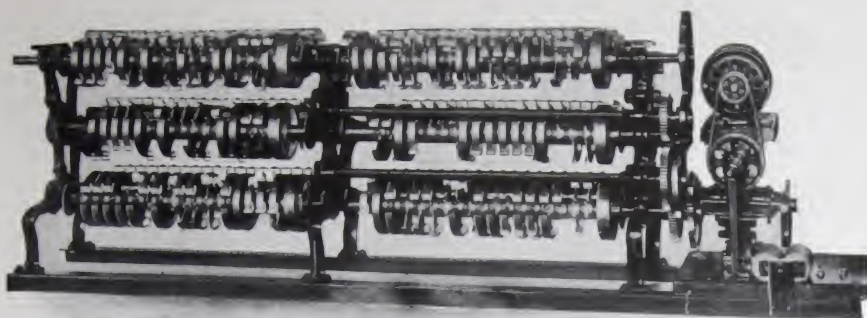
These caps or shades come in two styles: Style A Cap is sprung on over bowl of lamp and is recessed to provide for tip of lamp; while Style "B" Cap totally covers the lamp. The latter style is used chiefly where you wish to obtain the effect of a colored globe.

Colored caps and shades are more desirable than colored glass lamps because they are far more economical and permit more varied and beautiful effects.



Prices

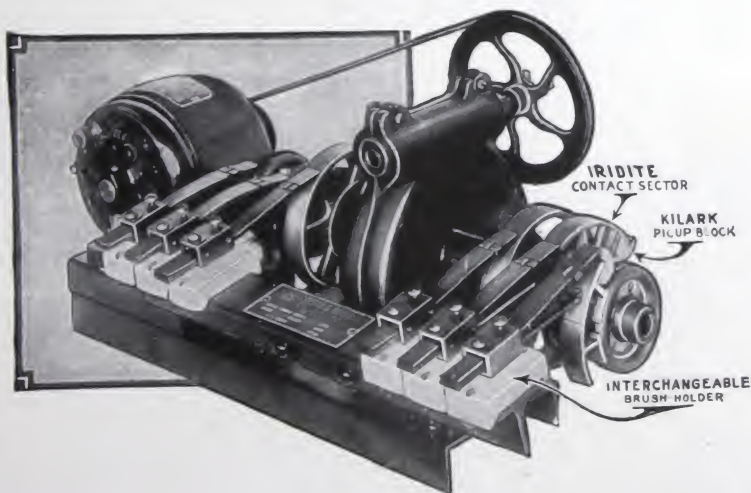
		25 Each	100 Each	500 Each
4 c.p.	Blue, Green, Amber, Purple	23	21	20
8 c.p.		33	31	30
16 c.p.		38	36	35
4 c.p.	Opal	24	22	21
8 c.p.		34	32	31
16 c.p.		39	37	36
4 c.p.	Ruby	25	23	22
8 c.p.		35	33	32
16 c.p.		40	38	37



Motor Driven Sign Flashers

In purchasing a Sign Flasher, the essential points that should be considered are Cost of Installation, Cost of Maintenance, Accessibility and Durability.

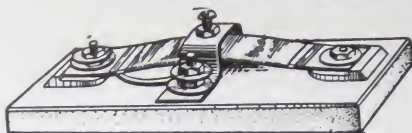
Our Flashers require much less attention than any others. The First Cost in many cases is lower, and especially on the larger machines, owing to the simplicity of construction. They are not a combination of stock Flashers, but *Built as a Unit*. A glance at the above machine and a comparison with other combinations is conclusive proof of this.



Type G

This is known as our gear case type and is used for the more simple effects. It is simple, rigid and positive.

AUTOMATIC MAGNET FLASHERS



Type "A" Single Circuit

This Flasher employs a mono-metallic thermostat both ends of which being securely bolted, it is absolutely unaffected by vibration. Heavy iridium platinum contacts are used and the adjustment screw rigidly held in place by a set nut. It is permanent in adjustment.

Conceded to be the most reliable Flasher of its size ever made.

Connected in series—for direct or alternating current.

No.	Amperes	Volts	Price
184	$\frac{1}{2}$	100-125	\$.80
125	1	100-125	1.00
127	2	100-125	1.50
180	$\frac{1}{4}$	200-250	1.25
126	$\frac{1}{2}$	200-250	1.50

Covers are not usually needed but can be supplied when ordered at 15c each net.



Type "A" Single Circuit

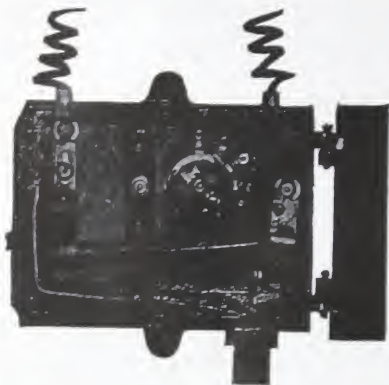
This Flasher is equipped with a condenser and special arc eliminator. Many medium sized signs come within the range of this extremely simple device, and with the advent of the Tungsten Sign Lamp, its field is greatly enlarged.

Heavy Iridium Platinum Contacts insure a long service.

Not affected by vibration—connected in series—direct or alternating current.

No.	Amperes	Volts	Price
181	3	100-125	\$4.50
121	4	100-125	5.00
182	5	100-125	6.00
123	6	100-125	7.50
183	1	200-250	5.00
122	2	200-250	6.00
124	3	200-250	8.50

Covers are not usually needed but can be supplied when ordered at 20c each, net.



Type "J" Single Circuit

The Flasher has now been on the market for seven years, and thousands of them are in use. While a number of minor improvements have been made in the construction, its general design has proven the most dependable of any flasher ever made.

Permanent Tungsten Steel Magnets insure a quick break at the contacts. The specially prepared graphite used in the contacts is extremely hard and very durable.

Approved by the National Board of Fire Underwriters.

No.	Volts	Amperes	Price
153	100-125	2	\$12.00
154	100-125	4	13.00
155	100-125	6	14.00
111	100-125	8	15.00
113	100-125	10	16.00
115	100-125	15	20.00
117	100-125	20	24.00
119	100-125	25	28.00

A & W Motors



Our $\frac{1}{2}$ h p. direct or alternating current motors will run medium sized flasher.

Direct current motor : \$12
Alter. current motor : 18

Prices on larger sizes furnished on application.



A & W Mono Lamp

These signs are furnished as illustrated.

They can be used for many purposes, such as:

Barber Shops, Fire Exits, Side Entrances, Cafes, Hotels, Departments in any large department store, Shoe Shining Parlors, Turkish Baths, etc.

The flat space upon the globe is 10 x 12 inches, and the globe itself is 18 inches high and 15 inches wide, 8 inches thick, having a flange for a 6 inch shade holder.

The iron bracket is made of pipe and heavy iron scrolls, finished up in a dead black, which makes a very handsome fixture, measuring over all 31 inches in height and 25 $\frac{1}{2}$ inches in width, and is wired for one 16 c. p. lamp, and furnished with the complete outfit, boxed ready for shipment.

Price complete, \$16.00.

STAGE LIGHTING REFLECTORS

These reflectors are made of heavy 20 gauge galvanized iron, reinforced and braced with 1" x 1/4" galvanized band iron. Wiring is concealed in a 20 gauge galvanized iron wiring channel. Special heavy iron braces are arranged for the hanging of heavy galvanized iron chains, so as to secure extra strength and not obstruct the lighting effect. The reflectors are wired for lamps at 12" centers and leads brought through wiring channels in iron conduit bushed nipples. Moreover, they are finished with a special galvanizing primer and a coat of black enamel on outside and two coats of air drying reflector enamel on the reflecting surface.



Stage Lighting Reflectors

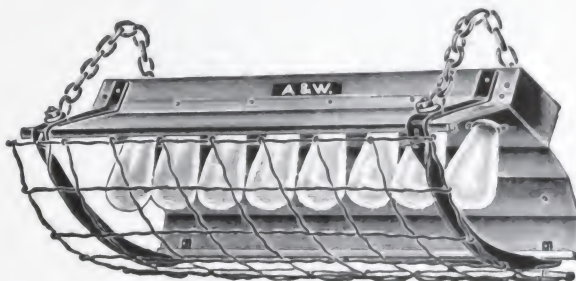
Black Enamel Outside—
White Inside

	Per ft.
No. 138—16 inch face, without wire guard	\$2.00
No. 138-G—16 inch face, with wire guard...	2.25
Wired with lamps at 12 inch centers	

Stage Border Reflectors

Black Enamel Outside—
White Inside
Wired with lamps at 12 inch
centers

	Per ft.
No. 136—13 inch face, without wire guard	\$1.60
No. 136-G—13 inch face, with wire guard...	1.80
Extra Sockets 45 cents each	
Wired with 20 lamps per circuit	



Stage Border Reflectors

	Per ft.
No. 137—12 inch face, without wire guard	\$2.00
No. 137-G—12 inch face, with wire guard...	2.25
Extra Sockets 45 cents each	
Wired with 20 lamps per circuit	



Portable Strip Light Reflectors

	Per ft.
No. 139—8 inch face, without wire guard	\$1.50
No. 139-G—9 inch face, with wire guard	1.70





Exit Lantern

Frame made of galvanized iron with one ground glass side and 3 ruby glass sides lettered EXIT in white letters. Wired with $\frac{1}{2}$ inch conduit nipple at top to attach to outlet box.

	Each
No. 141—Glass, 8 x 8 inch	\$6.00
No. 142—Glass, 10 x 10 inch	7.50



Ruby Exit Globe

Fits over a 40-watt Mazda or 16 c. p. carbon lamp. Complete shade holder attachment to fit over socket holding lamp. Each globe lettered EXIT.

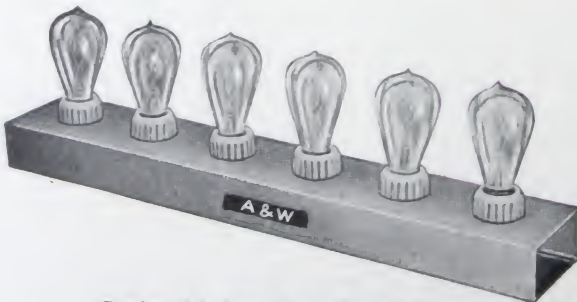
With holder. Price each, \$1.00



A & W Bulletin Lighting Reflector

Made of galvanized iron, enameled white inside and black outside. Wired with socket and boss set on outside for conduit extension.

Price each, \$2.50



Strip Lights for Borders or Footlights

	Per ft.
No. 140—3 inch face, straight	\$1.10
No. 140-C—3 inch face, curved	1.25

Extra Sockets 45 cents each
Wired, 12 inch centers



Adjustable Bunch Light

Hood made of galvanized iron, enameled white inside and black outside. Standard adjustable as to height and position of lights.

	Each
No. 143—8 lights	\$12.50
No. 144—10 lights	14.00
No. 145—12 lights	15.00

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CCA

THE IMPRINT



OF SUPREMACY



The A & W Electric Sign Co.

Cleveland, Ohio

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CCA